

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE INC.

AD# 114-D1 REQ# M18624 "BUCK THE SYSTEM" PAGE 4/C SIZES 9-3/4 x 11-1/4 SUNDAY SUPPLEMENT, 1990
Printed in U.S.A.

BUCK THE SYSTEM



Full rich flavor, not full price.
Available in Kings & Kings Lights.

MS: suggested retail price

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.1 mg nicotine - Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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